

## ORDER



**Orders**  
**Order / Rev:** 712814  
**Alt Order #:**  
**Product Desc:** 9/12-9/25  
**Estimate:**  
**Flight Dates:** 09/12/12 - 09/25/12  
**Original Date / Rev:** 09/11/12 / 09/11/12  
**Order Type:** Political

WKYC

**Primary AE:** Denel Kizler  
**Sales Office:** WKYC  
**Sales Region:** LOC

**Agency Name:** Strategic Media Placement/ POL  
**Buying Contact:** Nicholas Everhart  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Mandel, J/ US Senate  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	81	\$92,300.00	\$78,455.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$92,300.00	\$78,455.00	0.00
<b>Totals</b>	<b>81</b>	<b>\$92,300.00</b>	<b>\$78,455.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	25%	\$92,300.00
Market	100%	\$369,200.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$3,692.00
WEWS	22%	\$81,224.00
WJW	29%	\$107,068.00
WOIO	20%	\$73,840.00
WUAB	3%	\$11,076.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	09/24/12	09/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M- - - - -			1		\$350.00		0.00				
N 2	WKYC	09/12/12	09/25/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	11111 - -	:30	5	\$800.00	P-3	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--111--			3		\$800.00		0.00				
Week:		09/17/12	09/23/12	11111--			5		\$800.00		0.00				
Week:		09/24/12	09/30/12	11- - - -			2		\$800.00		0.00				
N 3	WKYC	09/12/12	09/25/12	M-F 7-9a Today Today Show	CM	7a-9a	11111 - -	:30	5	\$800.00	P-3	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 712814  
 Alt Order #:  
 Flight Dates: 09/12/12 - 09/25/12

Advertiser: Mandel, J/ US Senate  
 Product Desc: 9/12-9/25  
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	09/12/12	09/25/12	M-F 7-9a Today Today Show	CM	7a-9a	11111--	:30	5	\$800.00	P-3	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--111--		3				\$800.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$800.00		0.00			
		Week: 09/24/12	09/30/12	11-----		2				\$800.00		0.00			
N 4	WKYC	09/12/12	09/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$800.00		0.00			
		Week: 09/17/12	09/23/12	-----S-		1				\$800.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 5	WKYC	09/12/12	09/25/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$800.00		0.00			
		Week: 09/17/12	09/23/12	-----S-		1				\$800.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 6	WKYC	09/12/12	09/25/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$800.00		0.00			
		Week: 09/17/12	09/23/12	-----S		1				\$800.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 7	WKYC	09/12/12	09/25/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$800.00		0.00			
		Week: 09/17/12	09/23/12	-----S		1				\$800.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 8	WKYC	09/12/12	09/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	1111---	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--11---		2				\$450.00		0.00			
		Week: 09/17/12	09/23/12	-1-1---		2				\$450.00		0.00			
		Week: 09/24/12	09/30/12	1-----		1				\$450.00		0.00			
N 9	WKYC	09/12/12	09/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	1111---	:30	4	\$700.00	P-3	0.00	NM	7	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1-1--		2				\$700.00		0.00			
		Week: 09/17/12	09/23/12	1-111--		4				\$700.00		0.00			
		Week: 09/24/12	09/30/12	-1-----		1				\$700.00		0.00			
N 10	WKYC	09/12/12	09/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	11111--	:30	5	\$1,800.00	P-3	0.00	NM	10	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--111--		3				\$1,800.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$1,800.00		0.00			
		Week: 09/24/12	09/30/12	11-----		2				\$1,800.00		0.00			
N 11	WKYC	09/12/12	09/25/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	11111--	:30	5	\$1,800.00	P-3	0.00	NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--11---		2				\$1,800.00		0.00			
		Week: 09/17/12	09/23/12	11111--		5				\$1,800.00		0.00			
		Week: 09/24/12	09/30/12	-1-----		1				\$1,800.00		0.00			
N 12	WKYC	09/12/12	09/25/12	M-F 730-8p Entertainment Tonight	CM	730-8p	1111---	:30	4	\$1,200.00	P-3	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---		1				\$1,200.00		0.00			
		Week: 09/17/12	09/23/12	1111---		4				\$1,200.00		0.00			
		Week: 09/24/12	09/30/12	-1-----		1				\$1,200.00		0.00			
N 13	WKYC	09/12/12	09/25/12		CM	11-1135p	11111--	:30	5	\$1,800.00	P-3	0.00	NM	10	\$18,000.00

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 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 11-1135p														
Channel 3 News at 11p M-F														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:	09/10/12	09/10/12	09/16/12	--111--		3			\$1,800.00			0.00		
Week:	09/17/12	09/17/12	09/23/12	11111--		5			\$1,800.00			0.00		
Week:	09/24/12	09/24/12	09/30/12	11-----		2			\$1,800.00			0.00		
N 14	WKYC	09/12/12	09/25/12	Tonight Show	CM	1135p-1237a	1111---	:30	4	\$800.00	P-3	0.00 NM	6	\$4,800.00
				Tonight Show										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:	09/10/12	09/10/12	09/16/12	---1---		1			\$800.00			0.00		
Week:	09/17/12	09/17/12	09/23/12	1-111--		4			\$800.00			0.00		
Week:	09/24/12	09/24/12	09/30/12	1-----		1			\$800.00			0.00		
Totals													81	\$92,300.00